Dodge Brothers

MOTOR CAR

The enamel finish is permanent and an ordinary application of polish brings

back all its brightness.

Cadillac Sales Company Gets Into New Home-International Auto Company Goes East on Texas Street-New Reo Agency-Arizona Firm Opens Here-Latest Model Saxons Arrive-Motorists Here.

but there is general regret that do

SAXON "S

A big touring car for five people

-and Saxon "Six" costs less to run

than any other Car of similar size

To those other superiorities of Saxon "Sax" must be added that of unusual economy.

First, Sahon "Six" proved itself possessed of a great motor—a better motor than any other car in its class.

In speed, in power, in smoothness, and quietness this engine clearly excels.

Then—as time passed by and records were com-piled—it became clear that Saxon "Six" had greater strength and endurance than any car of like price.

Now it is known definitely that Saxon "Six" is in addition to these other superiorities—a far more economical car than any of similar size and power.

Not only have owners proved this to be a fact by way or their private records of up-keep costs, but in public tests also has it been established.

Auto Show Is Crowded Every Night to See Novel Attractions.

One of the big attractions of the

A Septiment good week

is reported by the local dealers.
The auto show has had rome effect among the small car dealers, while the firms handling the more expensive lines report some good prospects as a result of show week.

Theireries by the Lone Star Motor company. C'ty Service company, three and a naif ton Federal moving truck:

Wrecking company, three dealers, of Care Studebake lines; T. N. Coleman, Studebake fouring, C. C. Motre, Studebake fouring, N. Stolaroff, Studebake fouring, S. Stolaroff, Studebake fouring, E. C. Wells, Studebake fight commercial. The Coliflar Sales compart the delivery of a Califlar 'el siler to W. J. Rand.

Several Overland Sales on the livery of a Califlar 'el siler to W. J. Rand. NorthER good week's business, it defines of a Briscoe "It" to J. R. is reported by the local deniers, business, of Fort Bliss, and a Mose seven-passenger fouring to E. H. Bounds, of Canuillo, Tex.

Studebakes deliveree by the Elliott-

Sales and Deliveries

Reports of the El Paso Automobile Dealers for the Current Week.

Kelly-Springfield

Tire Has Run? Boss Exhibit-Auto Show

One Cash Profit

Makes it possible for us to sell Guaranteed hand made El Duro Tires at Less

Those who own Motor Cars should read every word of this advertise-

El Duro Tires are the highest quality and HAND MADE. The three inch size contains four layers of Sea Island fabric. Some standard three retailing for 30 percent more than our prices only have three. From the four layers of fabric in the three-inch size the number increases to eight in the intger sizes. Over the fabric and under the tread comes a heavy double breaker strip. The rough and grisley tread is made from pure black rubber especially compounded for this dry climate, and is heavy and long wearing. EVERY EL DIRO TIRE WE SELL IS COVERED BY OUR OWN AS WELL AS THE MANIFACTURER'S BUDING GUARANTEE. In order to absolutely profect you we give with each El Duro fire

WHY THESE PRICES ARE POSSIBLE

WHY THESE PRICES ARE POSSIBLE

This business is founded on the assumption that tires are staples, not luxuries, and should be retailed as such. WE ARE RIGHT. Tires are just as necessary as gas and oil. Perhaps you did not know it, but it only costs about 40 percent of the ordinary list to manufacture a tire, the other 50 percent is WHAT YOU PAY TO HAVE IT SOLD TO YOU. The manufacturer either sells to branch houses or jobbers. High salaried men must be kept on the road to superintend these. The branch or jobber must in turn make a profit and send more men out to sell the dealer, which entaits an additional heavy expense which you pay. Then the dealer who sells them to you must have his profit, and on top of this you must pay for expensive national advertising. It all costs money and the list must be kept by to protect the small dealer and the garage men.

Of R PLAN IS DIFFERENT. We were determined to cut the cost of tires to the censumer. We went direct to one of the largest manufacturers in America. We told him we wanted a tire built especially for this dry climate under the highest specification, a tire that would bear the most handing guarantee. This tire bears our brand, EL DI RO. We contracted for an enormous quantity to be shipped in car load tots and WE PAID SPOT CASH FOR THEM.

We made a contract in which it was distinctly understood that we would name our own retail prices regardless of the list. We made our own guarantee as well as the manufacturer's a part of the contract, so as to absolutely protect our customers. We are content to sell at a very small cash profit. We know it means volume. THERE ARE NO BIG OVER.

HEAD CHARGES IN THESE PRICES. It did not cost manufacturer five

absolutely protect our customers. We are content to sell at a very small cash profit. We know it means volume. THERE ARE NO BRI OVER-BEAD CHARGES IN THESE PRICES. It did not cost manufacturer five dollars to sell ten thousand casings and tubes. There is not a penny of national advertising attached to our price. We sell for cash only. You are not paying for book-keeping or other people's lires. We sell at retail only, we have no dealers to protect. In short, WE HAVE CUT THE SELLING EXPENSE IN HALP AND OFFER THIS SAVING TO YOU. If you hought these lires under the regular trade name you would nav

NOTE THE PRICE ON YOUR SIZE

| SIZE | PLAIN TREAD | | NON SKID | | TUBES | |
|---------|-------------|-------|----------|--------------|-------|-------|
| | List | Price | Ling | Our Price | List | Price |
| 28x3 | 9.80 | 7.55 | 11.10 | 8.05 | 2.50 | 1.75 |
| 30x3 | 10.35 | 7.85 | 11.95 | 8.75 | 2.60 | 1.80 |
| 30x31/2 | 13.40 | 9.80 | 15.40 | 11.50 | 2.95 | 2.05 |
| 31x31/2 | 14.00 | 10.55 | 16.25 | 11.90 | 3.05 | 2.10 |
| 32x31/2 | 15.25 | 11.50 | 17.75 | 12.70 | 3.10 | 2.15 |
| 31x4 | 20.35 | 15.55 | 24.10 | 17.50 | 4.05 | 2.85 |
| 32x4 | 20.65 | 15.35 | 24.55 | 17.75 | 4.20 | 2.90 |
| 33x4 | 21.70 | 16.00 | 25.80 | 18.50 | 4.30 | 2.95 |
| 34x4 | 22.20 | 16.25 | 26.35 | 18.70 | 4.40 | 3.00 |
| 35x4 | 16.85 | 16.85 | 27.60 | 18.90 | 4.50 | 3.10 |
| 36x4 | 23.40 | 17.00 | 28.05 | 20.80 | 4.60 | 3.20 |
| 34x41/2 | 30.05 | 22.00 | 34.25 | 23.65 | 5.50 | 3.80 |
| 35x41/2 | 31.20 | 23.00 | 36.20 | 24.65 | 5.60 | 3.95 |
| 36x41/2 | 31.55 | 23.50 | 36.60 | 25.10 | 5.70 | 3.95 |
| 37x41/2 | 32.80 | 24.00 | 38.00 | 26.50 | 5.85 | 4.05 |
| 35x5 | 36.50 | 27.25 | 41.50 | 28.50 | 6.70 | 4.50 |
| 36x5 | 37.40 | 27.75 | 42.40 | 29.25 | 6.80 | 4.70 |
| 37-5 | 20 00 | 20 75 | 44.60 | 20.20 | 6.05 | 4.00 |

EL PASO AUTO SALES CO. Southwestern Distributors

line is also true in the matter of oil, of thes, and of repairs.

In this run it showed an average of 175 miles to the quart of oil.

And so far the average cost of repair parts for ill Saxon "Sixes" during the past eighteen months is less than \$10 per car.

This certain and positive proof of Saxon Six" superiority in economy is the final piece of evidence that ostablishes beyond fair dispute the right of Saxon "Six" to the fille of "the best car at less than \$1,000."

Come in and see Saxon "Six" today. Price 5315 f. c. b. Detroit.

Phone 6666

114-116 North Kansas St.

SEE THE SAXON "SIX" AT THE AUTO SHOW

than Wholesale Prices

ment. EVERY EL DURO TIRE IS ABSOLUTELY GUARANTEED.

other. We adjust promptly on a mileage basis right here in El Paso. COMPARE AN EL DURO CROSS SECTION WITH ANY TIRE MADE, 101 CAN SEE THE INBUILT QUALITY.

if you bought these tires under the regular trade name you would pay 30 percent more. We guarantee that our cash retail prices will always be lower than any dealer can buy tires of equal quality.

MAIL YOUR ORDERS TO US

In case you are not absolutely satisfied after examination, we will promptly refund every cent you have paid, including transportation. Could anything be fairer. Always state style of rim, clincher, Q. D. Clincher, or Straight Side.

| ULL | Lint | Price | Line | Price | Lint | Price |
|---------|-------|-------|-------|-------|------|-------|
| 28x3 | 9.80 | 7.55 | 11.10 | 8.05 | 2.50 | 1.75 |
| 30x3 | 10.35 | 7.85 | 11.95 | 8.75 | 2.60 | 1.80 |
| 30x31/2 | 13.40 | 9.80 | 15.40 | 11.50 | 2.95 | 2.05 |
| 31x31/2 | 14.00 | 10.55 | 16.25 | 11.90 | 3.05 | 2.10 |
| 32x31/2 | | | 17.75 | 12.70 | 3.10 | 2.15 |
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| 35x41/2 | 31.20 | 23.00 | 36.20 | 24.65 | 5.60 | 3.95 |
| 36x41/2 | 31.55 | 23.50 | 36.60 | 25.10 | 5.70 | 3.95 |
| 37x41/2 | 32.80 | 24.00 | 38.00 | 26.50 | 5.85 | 4.05 |
| 35x5 | 36.50 | 27.25 | 41.50 | 28.50 | 6.70 | 4.50 |
| 36x5 | 37.40 | 27.75 | 42.40 | 29.25 | 6.80 | 4.70 |
| 37x5 | 38.00 | 28.75 | 44.60 | 30.20 | 6.95 | 4.80 |

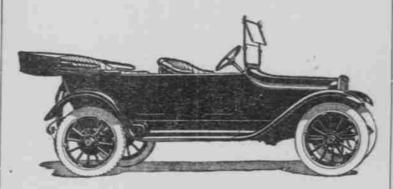
Phone C. F. Johnson & Co. Inc. Phone 2560

El Paso, Texas.

the car at any time. It will pay you to visit us and examine this car

It is a constant source of satisfaction to the owner to know that he can restore the original lustre of

The gasoline consumption is unusually low. The tire mileage is unusually high. The price of the Touring Car or Bondster complete is \$785 (f. o. b. Detroit)



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Phone 6100. 301-315 West San Antonio St.

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That a bank's first duty is to its depositors. We want your business but we want it on a basis that will pay you as well as ourselves.

All Visitors to El Paso's Fall Festival

are cordially invited to visit our bank, and make yourself at

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